

## **FREE MANAGEMENT TRAINING OPPORTUNITY**

European tourism is losing market share as competitors in other parts of the world experience significant growth in tourism arrivals. To regain ground, the European tourism industry needs to be able to offer today's customer a tailored product, a quality experience and value for money.

### **What is VocMat?**

The first VocMat project developed an innovative and very flexible approach to training for middle and senior management in the European tourism industry. The second project, **VocMat 2**, brings together existing and new partners from universities and tourism organisations involved in vocational training in Catalonia, England, Estonia, Italy, Malta, Scotland and Turkey.

### **Why should I get involved?**

**VocMat** allows managers to be trained in their preferred time, preferred place and at their own pace. The **VocMat** approach will be tested further between May 2008 and June 2009 and you are invited to apply to be part of this project **at no cost**.

Four modules were developed and piloted in the first VocMat project in 2005-2007. These modules, or subjects, were identified through research as being priorities for managers and are set at a level reflecting senior managers' positions. They formed the first stage of a new curriculum which is relevant across Europe.

**VocMat 2** now offers further pilot groups the opportunity to acquire or hone skills with one of the existing modules, Strategic Management, and one completely new module, still to be decided, but probably Entrepreneurship and Innovation, or Sustainable Tourism. In total, it is expected that each module will take the equivalent of 7-10 hours per week for 20 weeks, including learning, tutor contact and assessment. As well as participating in the training, this is your opportunity to influence the final product to ensure the training is really relevant to people like you.

**VocMat** will assist senior managers in updating existing skills and gaining new knowledge as well as helping middle managers in their career development. The **VocMat** model is suitable for accommodation providers, visitor attraction operators and other tourism related businesses in the private sector as well as managers in Destination Management and Marketing Organisations and regional or local tourist offices and conference bureaux.

There will be a selection of training tools including web and paper-based learning, CD-ROMs, case studies, workshops, video-conferencing, skills assessments and tutor helplines.

## What do I do now?

Applications are invited from anyone interested in this management training opportunity. Application forms should be completed and returned no later than **04 April 2008**. Successful applicants will be advised by 11 April 2008.

You can return the form by post to the address below, by fax or by e-mail. Please note that if you are hoping to undertake the training partly in your employer's time, your employer/line manager needs to sign the form before you return it to us.

For any further information, please contact:

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## PILOT PROJECT – APPLICATION FORM

*Please Complete All Sections*

### 1. Your Details

Title (Mr, Mrs, Dr, Miss, Ms etc)	
Full Name	
Job Title	
Organisation Name	
Organisation Department	
Organisation Address	
Town	
County/Province	
Postcode	
Region	
Country	
Tel No (incl International Code)	
Fax No (incl International Code)	
E-mail	
Web URL	

<b>GENDER</b>	Please tick as appropriate.		
Male	<input type="checkbox"/>	Female	<input type="checkbox"/>
Are you registered disabled?	Yes <input type="checkbox"/> No <input type="checkbox"/>		

Do you have a qualification?	Yes <input type="checkbox"/> No <input type="checkbox"/>
If yes, give details:	
Do you have access to a PC?	Yes, at work <input type="checkbox"/> Yes, at home <input type="checkbox"/> No <input type="checkbox"/>
Do you have experience of using	Internet <input type="checkbox"/> E-mail <input type="checkbox"/> Word processor <input type="checkbox"/>

## 2. Organisation Information

ORGANISATION TYPE	Please tick as appropriate.
SME (less than 250 people)	
Public Sector	
Private Sector	
Professional Organisation	

Does your organisation have an Equal Opportunities policy?	Yes <input type="checkbox"/> No <input type="checkbox"/>
Is your organisation in a rural or urban environment.	Rural <input type="checkbox"/> Urban <input type="checkbox"/>

## 3. Learning Options

You have various options in participating in this project. You can enrol for either one of the modules or enrol for both.

Please tick as appropriate.		
Strategic Management Module Only <input type="checkbox"/>	Entrepreneurship & Innovation Module Only <input type="checkbox"/> OR Sustainable Tourism Module Only <input type="checkbox"/>	Both Modules <input type="checkbox"/>

Will you be undertaking this training:	In your own time <input type="checkbox"/> In your employer's time <input type="checkbox"/>
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*If in your employer's time, you **must** ask your employer to sign this form before you return it to us*

Signed (Trainee):	
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Signed (Employer):	
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**Please return the completed form by 04 April 2008 to:**

**Cathy Guthrie, VocMat 2 Research Development and Delivery Group  
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Tel: +44 1467 620769 Mob: +44 7802 679489  
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DATA PROTECTION: Information collected during training programmes will be stored on electronic databases and other means by Tourist Board Training and its partners, including the Leonardo da Vinci Programme, the Scottish Qualifications Authority and other awarding bodies, for use in administration, statistics and monitoring and for the provision of mailing lists. You may be contacted for monitoring or research purposes. If you do wish to receive marketing mailings from relevant partner organisations tick here.